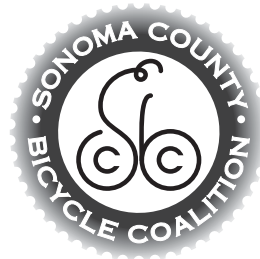


# Bikesonoma

Newsletter of the Sonoma County Bicycle Coalition

Issue 6

Fall 2002



*promoting bicycling for transportation and recreation*

## Our First Walk and Bike to School Day Promotes Human-Powered Travel at Local Schools

by Ted White

In many California cities and suburbs up to 20% of morning rush-hour traffic is generated by parents chauffeuring kids to school, and rates of American childhood obesity due to lack of exercise are soaring but SCBC members and local schools have challenged those statistics and taken part in a healthy, fun, pollution-reducing commute: Walk and Bike to School Day.



The SCBC's ever-energetic Janice Eunice was inspired by Marin County's nationally known Safe Routes to Schools program, and wanted to try it here. So she contacted Santa Rosa's Roseland Elementary and within weeks had a team comprised of Roseland staff, Dept of Health Services, the CHP and Sheriff's office ready to put on the event. October 2nd rolled around (the same day as International Walk to School Day) and over 200 children had walked or biked to Roseland (over 40% walking/biking, many others arrived by bus) joined by many parents and teachers. "This exceeded my wildest expectations" said principal Liz Schott.

"This was great, a real group effort" said parent volunteer Diana Garcia who helped pass out fresh apples and orange juice to the many young self-propellies.

I also talked with CHP officer Allan Capurro that morning, while he worked as a crossing guard to make things safer for the day's extra foot traffic. When I told him about the SCBC's plans to expand a Safe Routes to Schools program he said "There's a lot of weirdos out there. If I was a parent, even if we lived close to school, I don't think I would let my kids walk."

Surprised at his cynicism, but grateful he had helped make the streets safer today, I thought, "it's events like these that can change minds."

SCBC members in Petaluma also had very successful experiences with Walk and Bike to School Day and got over 10 schools participating. Many parents from Roseland and Petaluma Schools commented on how they enjoyed spending time with their children on the way to school. Several large groups of parents and kids all walked together noticing the extra

fun and sociality. Other parents realized just how easy it was, "We live so close, we should do this every day!" many of them commented. Teachers seemed to appreciate the educational element of the event and used it to discuss health and environmental issues. Patricia Tuttle Brown, who helped organize the event at her daughter's school in Petaluma, commented on all the bad infrastructure that discourages biking and walking and so you have a lot of parents saying "What the heck, let's drive the kids to school—again". But, she added "It is this local, neighborhood/parent activism which will change this and I applaud what I have been seeing." Best of all, several schools said they want to continue having Bike and Walk to School Days on an on-going basis! Want to get involved? e-mail [ted@igc.org](mailto:ted@igc.org) or call 824-6824. 🚲



*Less SUVs, More Walking and Biking*

### SCBC MEETINGS

#### SCBC Board Meetings

Last Wednesday of each month at 6:00 pm at the Environmental Center, 404 Mendocino Avenue in downtown Santa Rosa. (open to the public)

#### IMPORTANT NOTE

**Please check our website prior to meetings. Some meetings have been moved to accommodate holidays.**



## Bikesonoma

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## Letters to the Editor

We welcome your comments.

Send letters to:

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e-mail comments via our  
website:

[www.bikesonoma.org](http://www.bikesonoma.org)

# FALL GREETINGS

Dear Cyclists,

When the daffodils pop up we say Spring has sprung, so now as the acorns are pelting our yards and sidewalks, and we've had some rain we can say Fall has fallen. On a chilly evening a few days ago I was on my way to a Bike Coalition meeting and I decided to stop by an auto parts store to buy a tarp to cover our wood pile. The clerk said, "it's pretty cold out for riding a bike huh? "Actually, I like it a little cooler, just like this" I answered. We talked a little more and I got the feeling he thought it was unfortunate that I had to ride a bike. For many people, I guess exerting yourself is to be avoided at all costs (unless maybe it's to "work out" at a gym). I say, why not try to stack functions and bike to work, or bike to the store, or walk to school like the kids, parents and teachers who did at local schools on October 2nd for our first Walk and Bike to School Day (see front page)

Fall also marks the end of our Valet Bike Parking season, a tremendous success that served hundreds of cyclists who rode to public festivals and fairs this Summer. Valet Bike Parking helped make the SCBC much more visible and allowed us to serve our fellow cyclists directly.

Recent good news: the new bike-friendly Calistoga Rd. redesign is complete and is getting thumbs up from local residents and bicyclists, and walkers who all appreciate the increased quiet and safety. Don't forget, the SCBC had a strong influence on this project. Also, I just got a tour of the beautiful new Prince Greenway Bike Path from SR City Council Member Steve Rabinowitz. Rabinowitz was instrumental in making the project happen and is excited about extending the path even further both to East and West.

We're taking stock of our accomplishments and planning a wide variety of programs for Spring. We'll be co-sponsoring the Two Rock and Roll Ride again this year with the American Lung Association, we'll be doing more Walk and Bike to School Days, we'll be hosting Bike to Work events, and lots more. If you've joined us "on the ride" so far, stay involved. If you haven't yet become a member please join now; without you we'll just see more unsafe roads, more sprawl, less bike lanes, less respect from motorists. But with your help we'll see safer roads, more bike lanes, more "Share the Road" signs, more Valet Bike Parking, more Walk/Bike to School Days...so see the membership form on back page (sign up a friend as a gift membership!). Also, coming soon we'll have online membership registration and membership premiums check our website for details and updates: [www.bikesonoma.org](http://www.bikesonoma.org).

Have a happy Fall season and keep riding!

Ted White

Executive Director



### *Valet Bicycle Parking Volunteers:*

Tony Klemen, Paul Chandler, Andy Bunnell, Bill Mattinson and son (...sorry, what was your name?), Doug Simon, Kathy Kellison, Mike and Janice Eunice, Loretta Esparza, Richard Stone, Mary Jane Stimson, Ed Ellington, Chris Baldenhofer, Richard Winegarner, Beth Anderson, Julie Matticola, Duncan Meyers, David, Marg and Avi Ballo, Tim and Susan Gonzales, Debbie Fudge, Doug McCasland, Linda Picton, Marguerite Lee, Cindie Renfrew and the Petaluma Progressives, Bruce Eisert, Zach and Misty Mesel, Steve Schmitz, Gary Wysocky, Ted White, and Chris Culver  
and SoulCraft *for welding new racks*

Clover Stornetta, Food for Less, Albertson's, Lola's Market

*all made donations to our first Walk/Bike to School Day*

Dusty Resnick, Doug Cutting, Patricia Tuttle Brown *helped organize Walk/Bike to School Day at Petaluma Schools*

Mark Wiley, the Mac Computer doctor *helped solve a pesky e-mail problem* [wildoak@monitor.net](mailto:wildoak@monitor.net)

*Thanks to all participants of VeloDiversity Day, especially SyCip Bikes, Rotator Bikes, and Martin Clinton, also Allan Brenner and staff at Earl Baum Center for the Blind*

Phil all the Dave's Bike Sport staff *for teaching our bike repair classes.*

*Wheeeeww!* Did we forget anyone? If we did, well, just know that we love you, OK? OK.

## SCBC Gets Grant for Professional Development

The Sonoma County Bike Coalition received a \$1,000 grant from the Department of Health Services and the California Bicycle Coalition to pay for us to attend fund-raising seminars and participate in the Leadership Training for a Sustainable Future presented by the Leadership Institute for Ecology and the Economy. The SCBC received the highest amount of all the California bike advocacy groups who were awarded grants. ☸

## Bummer! Governor Vetoes Bike Safety Bill

SB 1555 would have taken a \$5 fee from motorists with two or more points on their driving record and put that money towards bike and pedestrian safety programs. A great idea right? The SCBC may likely have been able to access this fund also and beefed up our programs — but it's not to be. After passing all other legislative hurdles, Governor Davis vetoed the bill. Why? A letter from Davis sites the program as having too high a start-up cost. Advocates for the bill though, said it would have been self-funding after probably just a year. Davis also sited that the State's Office of Traffic Safety (OTS) already had a similar funding program. But Chris Morfas of the California Bicycle

Coalition commented, "Unfortunately, the OTS is moving away from Bike and Ped Safety and more into DUI prevention and things like that, so we created SB 1555 to pick up the ball that the OTS is about to drop." So now what? "We are trying to put a positive spin on this, said Morfas, SB 1555 did get a lot of support along the way, and we've already spoken to the Governor's office about how to create new legislation that he would sign." ☘

**Thanks to all of you reading this who sent letters in support of SB 1555, we won't let this stop us!**

## SCBC Board Members Attend National Bike Conferences

Sometimes, for us bike advocates who feel that we're fighting a real uphill battle, the best thing to do is be around a bunch of like minded people. So this year we sent two SCBC representatives to two very important bike conferences. SCBC Board members Chris Culver and Steve Schmitz attended the annual Thunderhead Alliance conference held this year in rural Minnesota; the conference brings together the most dynamic and successful grass-roots bike advocates from around the U.S. to discuss strategies, share ideas and develop programs. Culver said, "Going to the Thunderhead retreat opened my eyes to all the real opportunities out there for us to grab. We have the nation's top bicycling advocates as our own personal advisors." (Note: The Thunderhead Alliance

is a consortium of bicycle advocacy organizations across the U.S. of which the SCBC is a member).

Steve Schmitz also attended the ProBike/Walk Conference held a few days later in nearby St. Paul. ProBike/Walk gathers urban planners, traffic engineers, and community advocates for a variety of workshops on how to improve conditions for cyclists and pedestrians. "Meeting and learning from fellow bicycle advocates from across the nation really inspired me to continue working with the SCBC," said Schmitz. "Some of the larger, more established coalitions have some impressive safety awareness programs that could easily be duplicated here in Sonoma County. And, believe it or not, Minnesota is a great place to bicycle!" ☘



## VeloDiversity Day: A Bicycle Potluck

It was a helluvalotta fun, and educational too. A large crowd turned out August 18th to participate in the SCBC's first annual VeloDiversity Day: A Festival of Unusual Bicycles. How to describe the event? It was a show and tell, bicycle potluck, pot pourri, smorgasbord where every bike was out

of the ordinary and no two were alike.

All bikes were brought by SCBC members or supporters and were available for test rides — and ridden they were! Many participants experimented with putting weight on the trailers and cargo bikes. People also plunked

children and/or spouses on the various tandems and passenger-carrying bikes and zoomed around the spacious parking lot at the Earl Baum Center of the Blind. Other highlights were several folding bikes and a wide assortment of recumbents. Thanks to all who came, rode and shared in the fun. Thanks

also to the Earl Baum Center for the Blind who generously donated their lovely facility for our event. (Note: Interested in captaining a tandem for a blind stoker? Call the Earl Baum Center at 523-3222 . Don't have your own tandem? No problem, they have a small fleet available. ☘

Sonoma County Bicycle Coalition  
 P. O. Box 3088  
 Santa Rosa, CA 95402-3088



[www.bikesonoma.org](http://www.bikesonoma.org)

*promoting the bicycle for transportation and recreation*

e-mail address: [info@bikesonoma.org](mailto:info@bikesonoma.org)



"Share the Road" t-shirts are now available. Black art on Yellow. Sizes M-XL - \$10 for SCBC members, \$15 for non members  
 Mail a check payable to the SCBC for the t-shirt amount + \$4.00 for shipping to:  
 Christine Culver, 1489 Wright Street, Santa Rosa, CA 95404  
 Include shipping address and phone # - Sorry, no PO Boxes.



*These bumper stickers can be yours for \$1.00 each + 50 cents shipping or free with membership. Additional bumper stickers can be purchased from the coalition for \$1.00 each. Send payment to our P.O.Box listed above.*

## SCBC MEMBERSHIP FORM

Name: \_\_\_\_\_  
 LAST FIRST

Address: \_\_\_\_\_  
 STREET/BOX#

\_\_\_\_\_ CITY/TOWN STATE ZIP CODE

Phone: \_\_\_\_\_  
 DAY EVENING

e-mail: \_\_\_\_\_

### Area of Expertise/Knowledge \_\_\_\_\_

- Fund-Raising                       Special Projects: \_\_\_\_\_
- Marketing Specialist                      \_\_\_\_\_
- Organizational Structure                       Other: \_\_\_\_\_
- Educational Workshops                      \_\_\_\_\_

### Membership Level \_\_\_\_\_

- \$15 STUDENT       \$50 CONTRIBUTING       \$500 CHAMPION
- \$30 REGULAR       \$100 SUPPORTING       \$1,000 MILLENNIUM
- \$40 FAMILY       \$250 SUSTAINING       \$\_\_\_\_\_ SPONSOR

**Make checks payable to  
 Sonoma County Bicycle Coalition  
 P. O. Box 3088  
 Santa Rosa, CA 95402-3088**

*SCBC membership contributions are tax-deductible*

[www.bikesonoma.org](http://www.bikesonoma.org)